

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
22 April 2004 (22.04.2004)

PCT

(10) International Publication Number
WO 2004/033228 A1

(51) International Patent Classification⁷: **B42D 15/00**

(74) Agent: FERRARO, Nell, P.; Wolf, Greenfield & Sacks, P.C., 600 Atlantic Avenue, Boston, MA 02210 (US).

(21) International Application Number:
PCT/US2003/031876

(22) International Filing Date: 8 October 2003 (08.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/416,843 8 October 2002 (08.10.2002) US
10/356,387 31 January 2003 (31.01.2003) US

(71) Applicant (*for all designated States except US*): **VERIFICATION TECHNOLOGIES, INC. [US/US]**; 85 Westbrook Road, Centerbrook, CT 06409 (US).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **VIG, Rakesh [IN/US]**; 15 Park Place, Durham, CT 06422 (US). **SELFREUND, Richard [US/US]**; 1285 Moose Hill Road, Guilford, CT 06437 (US). **MILLER, Peter [US/US]**; 203 Crystal Avenue, New London, CT 06320 (US).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

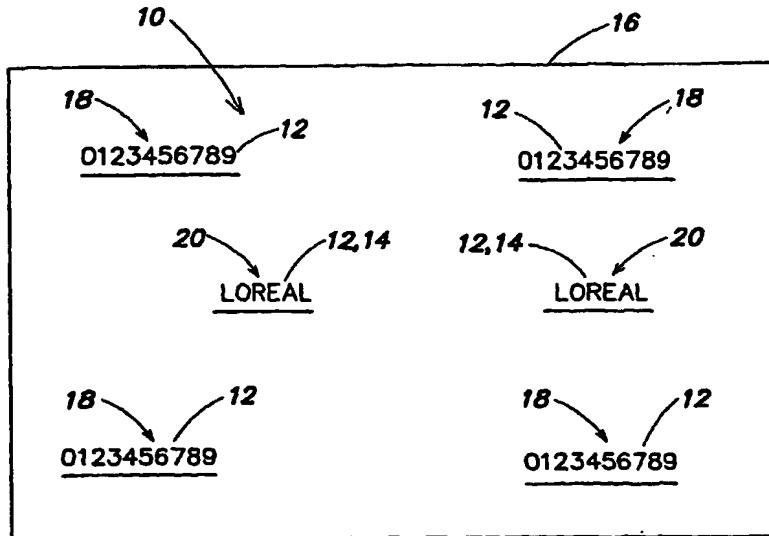
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

[Continued on next page]

(54) Title: AUTHENTICATION MARK FOR A PRODUCT OR PRODUCT PACKAGE



WO 2004/033228 A1

(57) Abstract: The invention relates to an authentication mark (10) for application to a product or product packaging that allows a consumer to at least partially determine whether the product or product packaging is authentic. The authentication mark (10) comprises a first image (110, 210) that a consumer can change between a first state and a second state. The mark (10) may also include a second image (24, 124), which may only be verified by using a detection device. The first (110, 210) and second images (24, 124), may be applied in one or more locations on the product or product packaging and may completely overlap or partially intersect one another or be on distinct portions of product or product package.



- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

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